Twitter Chat 101 for Participants

● Thanks so much for participating in the second annual Twitter chat for National Injury Prevention Day on Wednesday, November 18th.

● Our Twitter chat is set for **November 18th at 1-2pm EST**.

● Before the date:
  ○ Follow @InjuryFreeKids and others in injury prevention
  ○ Reach out to social media partners about promoting the Twitter chat
  ○ Promote the chat on your own accounts. Start posting about NIPD as soon as possible! Feel free to use the promotional posts or our photos from 2020 with buildings lit up green that can be found on the Resource page.
  ○ Use the hashtag: #BeInjuryFree in every response
  ○ Review Twitter chat questions (below) and craft your responses beforehand. This is NOT mandatory, but it help minimize stress during the Twitter chat!
    ■ Great responses might include:
      ● Links to important references - make sure the link works and the website looks good. You can shorten links by going to tinyurl.com.
      ● Relevant images, GIFs, and videos
      ● Appropriate hashtags and mentions (using handles starting with @)
  ○ These steps are **not** mandatory, but highly recommend to maximize your impact.
Day of Twitter chat:

- Log onto Twitter a few minutes before the session starts.
- You can either search @InjuryFreeKids and follow the chat or search #BeInjuryFree and sort by “Latest” to read the conversation as close to chronological order as possible.

- You can also use Tweetdeck.twitter.com to follow the hashtag, Injury Free handle and your notifications...all at once! Add columns w/ the “+” sign.

- Use #BeInjuryFree in every response.
  - You can respond to the questions using Quote Tweet, Reply, or posting as a new tweet.
  - Remember to include the Answer number (A1, A2, A3...) to help us know which question you are answering.

- Notifications: You will get notifications if someone likes, retweets or replies to your tweets, or mentions you. It can be hard to keep up in real time, but if there is some downtime in the conversation, we suggest you review your notifications as some people might be asking you questions.

- Engage with others! Answer questions and respond to other partners’ responses that you find interesting or especially useful!

- Have fun!! You can always go back to read all the tweets after the session is over by searching #BeInjuryFree.
## Questions / Timeline

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 pm EST</td>
<td>Welcome</td>
</tr>
<tr>
<td>1:01 pm EST</td>
<td>Instructions</td>
</tr>
<tr>
<td>1:02 pm EST</td>
<td>Introduction</td>
</tr>
<tr>
<td>1:05 pm EST</td>
<td>Q1. When it comes to cars and crashes, how do you promote passenger safety with kids and adults? #BeInjuryFree</td>
</tr>
<tr>
<td>1:10 pm EST</td>
<td>Q2. Firearm injuries are a leading cause of death in US children &amp; young adults. How can we approach firearm safety with families? #BeInjuryFree</td>
</tr>
<tr>
<td>1:15 pm EST</td>
<td>Q3. Swimming, boating, beaches, lakes, pools, bathtubs! How do you talk to individuals about staying safe around water? #BeInjuryFree</td>
</tr>
<tr>
<td>1:20 pm EST</td>
<td>Q4. What are the strategies you use when you encounter your friends or family using unsafe sleep practices? #BeInjuryFree</td>
</tr>
<tr>
<td>1:25 pm EST</td>
<td>Q5. Unintentional poisonings are a leading cause of injury and death in almost all ages. What are some ways to address this in your community? #BeInjuryFree</td>
</tr>
<tr>
<td>1:30 pm EST</td>
<td>Q6. How has the pandemic affected mental health in your community, and how have you addressed this issue? #BeInjuryFree</td>
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<tr>
<td>1:35 pm EST</td>
<td>Q7. What steps can communities take to keep pedestrians safe around roadways? #BeInjuryFree</td>
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<tr>
<td>1:40 pm EST</td>
<td>Q8. What is an important piece of safety advice for riders of ATVs and other off-road vehicles? #BeInjuryFree</td>
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<tr>
<td>1:45 pm EST</td>
<td>Q9. Helmets are useful in preventing head injuries at all ages. How do you promote helmet use in bicycling and beyond? #BeInjuryFree</td>
</tr>
<tr>
<td>1:50 pm EST</td>
<td>Q10. Tell us your favorite injury prevention success story! #BeInjuryFree</td>
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<tr>
<td>1:55 pm EST</td>
<td>Thanks</td>
</tr>
<tr>
<td>Time</td>
<td>Text</td>
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<td>-------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Closing 1:56 pm EST</td>
<td>Our partners are available to keep the conversation going, so if you have any questions or feedback, feel free to reply to the chat tweets. Tag #BeInjuryFree to add your voice to the discussion.</td>
</tr>
<tr>
<td>Ending 1:57 pm EST</td>
<td>Follow our experts for more on #BeInjuryFree and thank you for joining us!</td>
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</tbody>
</table>

If you encounter trolls or off-topic responses:

- Let’s stay on the topic of preventing injuries to families, please. #BeInjuryFree

Have more questions? Please reach out to Lenita, and she will get you connected to resources from our social media committee, whether it’s a one-on-one zoom or phone call.

**Example responses**

These are some example responses from other Twitter chats. You can (1) link to resources on your website, (2) post graphics, with or without text, that grab attention and highlight your answer, or (3) add short video clips, PSAs, etc. with your answer.
A6. When holiday shopping, pay attention to toy labels for age and safety guidelines. #BeInjuryFree

When holiday shopping, choose toys based on your child’s age and skill level, and read all labels for age and safety guidelines.

#toysafety

Q8. The holidays are right around the corner. What is a piece of advice to caregivers to keep kids safe this season? #BeInjuryFree

Injury Free Coalition for Kids @InjuryFreeKids Nov 18, 2020

Questions:
The holidays are right around the corner. What is a piece of advice to caregivers to keep kids safe this season?

1 Like 7 Retweets 13 Quotes

Lois Lee, MD, MPH @LoisLeeMD

Watch out for magnets, batteries, and other choking hazards! #BeInjuryFree @InjuryFreeKids @BostonChildrens @AmerAcadPeds

Injury Free Coalition for Kids @InjuryFreeKids Nov 18, 2020

Q3. With more families at home during the pandemic, what can families do to decrease injury risks inside the home? #BeInjuryFree

A1: It’s important to ensure your child is properly fitted for a car seat based on their age, height, and weight. More on car seat safety: bit.ly/36Nixit #BeInjuryFree

Strong Life

Car Seat Safety Tips

- Keep infants and toddlers rear-facing until they reach height and weight limits for their seat. Once they outgrow their rear-facing seat, switch to a forward-facing seat with a harness.
- Wait until your child outgrows their forward-facing seat before transitioning to a booster seat.
- Keep your child in a booster seat until they are big enough to fit into a seat belt properly, with the top belt over their upper thighs and shoulder belt snug against their shoulder.
- Ensure children 12 and younger ride in the back seat with seat belts safely secured.
**A2:** Contact your child's school and ask them to create another bus route or have crossing guards at crosswalks near the school. Reach out to your local DOT to encourage the involvement of #SafeRoutes to School Programs #BeInjuryFree #pedestrian

[Click for more information](bit.ly/2TTWQj)

**Injury Free Coalition for Kids @InjuryFreeKids - Nov 18, 2020**

Q2: Who should caregivers reach out to if they are worried that their child is at risk of being hit by a motor vehicle on their walk or bike to school? #BeInjuryFree

**Phoenix Children's @PhxChildrens**

Replying to @InjuryFreeKids

A1: Use @PhxChildrens' free Car Seat Helper mobileapp to choose the right car/booster seat based on @AmerAcadPeds guidelines. #BeInjuryFree

iOS: [apple.co/38Jl35C](apple.co/38Jl35C)
Android: [bit.ly/3eXjly2](bit.ly/3eXjly2)